

USING DIFFERENT MEDIA

Copywriting is the tool that can help you share valuable information in many different places - the key is understanding how to adapt the copy to take advantage of each media's different formats and make it work in the best way possible.

PRO TIP



Know what kind of media you're writing for before you start writing.

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If your copy goes to multiple platforms, write something original for each.



Types of Media

- Websites
- Social Media
- Videos
- Podcasts
- Emails
- Print Advertising
- Commercials

Learn more about media:

[3 Types of Digital Media](#)

[Advertising Methods and Media](#)

[Role of Different Media Types](#)

Where is your copy going?

(and does it belong there?)

How to choose the right media

- ☐ Determine the goal of your copy.
- ☐ Determine the urgency of your copy.
- ☐ Figure out who needs to receive the message most and where they are most likely to see it.
- ☐ Take the costs of particular media into account.
- ☐ What kind of information do your followers expect from each channel?



Whatever you choose, make sure your choice accomplishes your goals.